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1. Amendment (19 pages)

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**IN THE UNITED STATUS PATENT AND TRADEMARK OFFICE**

5 In re Application of: Michelle R. Sandholm      Docket No.: ISAA0011  
Serial No.: 09/755,738      Art Unit: 3629  
Filed: January 5, 2001      Examiner: Thai, Cang C  
Title: MULTI-CHANNEL MARKETING DATABASE DEVELOPMENT METHODOLOGY

October 10, 2005

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Commissioner for Patents  
Mail Stop - Amendment  
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**AMENDMENT UNDER 37 CFR § 1.111**

20 Sir:

This Amendment is in response to the Office Action, dated August 11, 2005, for the above-identified patent application. Attached hereto is an Amendment to the Claims. The Commissioner is hereby authorized to charge any additional fees due  
25 or credit any overpayment to Deposit Account No. 07-1445.

Applicant does not believe that filing of this Amendment will incur additional fees. However, the Commissioner is authorized to charge any fees due to the Glenn Patent Group Deposit Account No. 07-1445, Customer No. 22862. Applicant  
30 considers this document to be filed in a timely manner.